

Ashland Tidings

SEMI-WEEKLY.
ESTABLISHED 1876.

Issued Mondays and Thursdays

Official City and County Paper

Bert R. Greer, - Editor and Owner
Lynn Mowat, - News Reporter

SUBSCRIPTION RATES.

One Year\$2.00
Six Months 1.00
Three Months50
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Entered at the Ashland, Oregon, Postoffice as second-class mail matter.

Ashland, Ore., Thursday, May 6, '15

WORKING FOR PUBLIC IMPROVEMENT.

The death of so prominent a newspaper man as William Rockhill Nelson, publisher of the Kansas City Star, always raises the question among newspaper workers and readers as to how such a great journalistic success had been achieved.

One reason why the Star has had so deep a hold on its home constituency has been the fact that it was such a persistent worker for local improvements. Street paving, parks, art gallery, these were only a few of the things for which the Star labored in and out of season.

Public improvements come slowly. The majority of the people in the average community would naturally be contented with rather slovenly surroundings. They enjoy spruceness, neatness and handsome architecture, if provided ready made. But as to improving their own properties or paying taxes for public improvements, they are loath to help.

But every place has its men with a vision. They see the defects in a town's appearance and realize what more adequate surroundings would mean. In the forefront of these men with large hopes is almost always the home newspaper. It usually is not a heavy taxpayer. But it pays its fair share, either directly or indirectly, in rentals which enable real estate owners to pay the taxes.

Agitation for public improvements would not get far without the newspapers. While the majority of the people of most towns are indifferent to civic beauty, or loath to give up a few dollars extra tax, the newspaper has faith in the future and a discontent with what is sordid or primitive.

Only rarely is the field big enough to win any such reward as came to the distinguished publisher of the Kansas City Star. But the newspapers should be able, and usually are able, to look about to this and that permanent possession, and feel that they had a large share in winning it.

WOMEN AND MEN AS BUYERS.

It is generally admitted that women buy closer than men do. They have a keen sense of values in household furnishings, clothing and food supplies. The family where the woman does the buying usually lives cheaper than the home with a man as purchaser.

One principal reason for this contrast is that women read newspaper advertising very closely. While the men are reading baseball or politics, the women are after the store news. They examine it thoroughly and any announcement of special values, bargain sales, odd lots, closing out sales, is studied word for word.

After a woman has looked over the newspaper and starts down on a shopping expedition she knows pretty nearly what she wants. She passes the non-advertising store, feeling that if it wanted her trade or had anything to offer of special interest, it would have told the public about it. She heads for the places that published special offers, believing that a merchant must know an article had good value, or he would not have dared give the publicity to it.

ELECTRICITY CHEAP AS GAS.

A new schedule under separate meter service by which cooking by electricity will be as cheap as by gas is announced by the Oregon Power Company, rates effective May 1. The low rate will apply to current used for irons, toasters and all other household electrical equipments except lights.

Experts to demonstrate the scope of electrical cookery will be put in the field next month.

REACTION AGAINST LABOR LEGISLATION.

California, Oregon and Washington legislatures followed the expressed will of the people and defeated proposed new labor laws. In the November election all eight-hour laws and other laws put on the ballot to hamper industries were defeated by the voters of the three states. The legislatures of the three states enacted laws to curb egressions by unions and organized labor, recording a reaction against radicalism.

Washington passed an anti-picketing law, California prohibits limiting number of apprentices, and Oregon annulled the eight-hour law as applied to certain industries.

Washington legislature repealed a full-crew law and eight-hour law on public work, the governor vetoing the eight-hour measure.

The legislatures enacted no new labor laws or radical legislation of any kind whatsoever.

The legislatures of the three states went further and repealed existing laws and enacted new laws bitterly opposed by labor politicians.

LEGISLATED TO A STANDSTILL.

That has been the condition of the United States for the past three years. In five years 62,000 new laws and 65,000 high court decisions were enacted and rendered.

There has got to be less legislating and more deliberation about passing laws before business can possibly revive.

Presidents Roosevelt and Taft when in office both declared Elihu Root was the ablest man in American public life.

Senator Root told the New York Merchants' Association the other day that making laws by congress and state legislatures had grown to be a gigantic excess and danger.

Senator Root intimated that the public is largely responsible for this appalling multiplication of laws, and his indictment is just.

Over a long period we have been making the mistake of measuring the capacity of a congressman or a member of the legislature by the number of bills he could put through the two houses and cap with executive approval.

A member returning after the session without several new laws to his credit has been looked upon as unimportant and a failure.

In future the legislator who helps repeal laws, who votes to kill new bills, and who gets up no new laws will be most highly appreciated.

GENIUS AND LIFE.

Genius is a rare thing—as soon as it becomes common it ceases to be genius. The world gets but very little out of its exceptionally intelligent men, because they die before they reach their full powers. Much ado is made over the death of infants; but it would be much better if we could preserve our men of great ability until they reached an age of, say, one thousand years. As it is, they put in their most vigorous years in learning what has been found out—then just about the time their powers begin to wane, they have secured enough knowledge to be able to push on ahead of what is already known, but with constantly decreasing force, until in a very short time they die.

What little additional they have found then becomes common property to all to be learned over again by another generation, which in turn dies but little advanced beyond its predecessor. But if the same man, a genius, could put in his first thirty years in learning what is known in his particular line, then begin to invent, discover and progress, and continue it for a thousand years, there is no question but what one revolution after another in that particular line could be accomplished by one man.

CONCESSION IN SLEEPING CAR SERVICE.

The Great Northern Railway has cut the time from Seattle to St. Paul by eight hours and made a concession on sleeping car service.

On through tickets an order has been issued granting stopover privileges on sleeping car tickets—something never done before. For instance, a passenger could stop over at Spokane for a day and not have to buy a local sleeper ticket out to the coast. The same rule applies either way going or coming and will be a great saving to the traveling public.

It is probable that the Pullman Car Company will reluctantly make the same concession.

Nearly all of the trains coming into Ashland are now carrying the limit as to number of cars. Fourteen cars are supposed to be all that can be handled in one passenger train. The new trains put on the middle of this month will relieve the heavy loads on those now in operation.



EVANGELIST J. BRUCE EVANS

Few men have ever come to any city with a better reputation of being a gentleman and a Christian, and few men on this coast, if any, are being more used of God as an evangelist for the salvation of men.

The Home Circle

Thoughts from the Editorial Pen

I Know Him.

I know a man who thinks that he could write a book or tame a bee; could run the earth in every way much better than it's run today; could sail a boat or ride a mule, or teach the teacher in the school; could beat the band at every squeak were he to train about a week; could do all these were he to try. He doesn't, though—I wonder why? I know him like a printed book, as well as though I were his cook. I know he thinks that he could run the universe and call it fun. If he could only get a start, that he would play a wondrous part. But still he sits around and waits, and on his merits cogitates. Perform in every line? Great Scott! He knows he could—but he does not.

Immortality.

(By Tom Latta, in the Bartlesville Examiner.)

If a man die, shall he live again? That is the eternal question. I sat at a bedside the other night and kept lonely vigil as a little body, racked with pain, battled bravely against insurmountable odds. Not a second of that long, lonely night but was filled with agony for the little sufferer; with grave forebodings for me. And just as the sun had begun to silver the tops of the trees down on the river, the little soul-boat slipped its moorings and went sailing out across the bar.

It was as quiet and peaceful as though she had fallen asleep, pillowed on her mother's bosom. Rest, complete and perfect. Disease and suffering had done their worst, and that worts was to free her little soul that it might fly back from whence it came, and to wring the hearts of those others that gathered about the pitifully silent bedside.

In that hour, although my ear was not attuned to catch the rustling of the angel's wings, I was conscious he had come, and I knew that there never had been, has not now, and never would be, but one answer to the eternal question. The great truth burst on me that it was for this she had been called, though but a little baby girl here, only lisping her wonder of the world and her love for those about her, yet she possessed the power of God Himself, and had gone home with at least one star in her crown.

I would like, if I might, to take the hand of many friends of mine who are skeptical concerning the chief end of man; what he is, where he came from, and whither he goes; I would like to lead them down there where I was the other night, and stand with them in genuine brotherly love, silent the while, that their eyes might see what mine have seen; their hearts feel what mine have felt; their ears hear what mine have heard; then, with arm twined in arm, to serenely climb the heights and look out with joyous eyes upon the new and glorified world.

FRECKLE-FACE

Sun and Wind Bring Out Ugly Spots—How to Remove Easily.

Here's a chance, Miss Freckle-face, to try a remedy for freckles with the guarantee of a reliable dealer that it will not cost you a penny unless it removes the freckles; while if it does give you a clear complexion the expense is trifling.

Simply get an ounce of othine—double strength—from any druggist and a few applications should show you how easy it is to rid yourself of the homely freckles and get a beautiful complexion. Rarely is more than one ounce needed for the worst case.

Be sure to ask the druggist for the double strength othine as this is the prescription sold under guarantee of money back if it fails to remove freckles.



Ford
THE UNIVERSAL CAR

Better than ever—the Ford is now a necessity to every business man. And it's the family servant as well. Excellence with economy, less than two cents a mile for operation and upkeep, while "Ford Service for Ford Owners" assures the continuous use of a Ford car. Buyers will share in profits if we sell at retail 300,000 new Ford cars between August 1914 and August 1915.

Runabout \$440; Touring Car \$490; Town Car \$690; Coupelet \$750; Sedan \$975; in the United States of America only. All cars sold fully equipped, f. o. b. trot.

On display and sale at F. L. Camp's Ford Garage.

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Member Federal Reserve System

FIRST NATIONAL BANK

Capital and Surplus \$120,000.00

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You remember Noah had to work a long time on that ark. It was uphill business, too, at best; building a boat away out on the dry land, while the local anvil and hammer club sat around spitting tobacco juice upon his lumber, whittling up his pine boards with their jackknives and telling him what a fool he was for expecting rain in a country that was too dry to grow alfalfa. But finally the flood came, and every mother's son of the croakers were drowned. That is the only instance we know of in either sacred or profane history where a bunch of hammer wielders got exactly what was coming to them.

A Gift From God.

A gifted child is a gift from God. It is not an accident when such a child comes to your house and starts to fight its way to the top of its chosen path.

It is God's work. It is God's plan to send inspired little ones to humble homes, so that humble names shall become great names.

It is by this method that He keeps a balance here on this little ball of mud.

It doesn't just happen that the laborer's child wants to do great things, and does them, despite handicaps.

It is the Divine Plan that no name shall become great and remain the only great name—but that others shall have their share of honor also.

God plays fair with His children, whether they deserve it or not. Please don't try to thwart God's plan.

Don't try to cheat God. Don't choke the gifted child to death.

Let Jimmie ride a gray horse in the clouds. Let Janie play she is Princess Happydreams. Let Bobbie be Prince Evertrue. Let them sleep in make-believe treetops, or castles of whitest marble, dressed in beautiful robes.

Don't smother the spark of inspiration.

Think of the plan which you can't understand. Your child may play a bigger part in it than you.

ADMINISTRATRIX'S FIRST NOTICE.

Notice is hereby given that the undersigned has been duly appointed by the County Court of Jackson county, Oregon, administratrix of the joint estate of William Hevener and Mary C. D. Hevener. All persons having bills against said estate will present them with proper vouchers to the undersigned at the office of George W. Trefren in Ashland, Oregon, within six months from the date of the first publication of this notice, and all persons owing said estate will pay such indebtedness at the same place. Date of first publication, April 22, 1915. **MARY E. C. BUTLER,** Administratrix.

Phone job orders to the Tidings.

The Horse Shoe

must be carefully selected and fitted properly to the horse's hoof. This is just as important as the fitting of a shoe to your foot. There are too many horses limping around from the effects of improper shoeing. Save your horse needless pain and also save money by patronizing us.

A. L. LAMB

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Successor to W. W. Wilson.

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JOHN M. SCOTT, General Passenger Agent, Portland, Oregon